










From Pipedream to Proposal

-  Does my book have legs?
-  Does my book have a wow factor?
-  Is there a market for my idea?
-  Will it sell?
-  What am I going to write about?
-  How will I publish it?
-  And much more...

If you would like Jo Parfitt, our managing editor, to appraise your book idea and manuscript this is how:

- Complete this document, ensuring you answer as many of the questions as thoroughly as possible. Skip any questions that aren't relevant (for a memoir, for example).
- Attach a sample of your writing of up to 3,000 words, if you wish.
- Send your submission to Jo at: jo@summertimepublishing.com.

Next steps

- Jo will comment on your content, market, general idea, feasibility and ways forward. If you attach a sample of your writing then she will also comment on your style.
- She will invite you to meet with her via Zoom to discuss ways forward.
- If you decide to move forward with us, Jo will assign you the perfect editor to work with you while remaining available as a consultant as and when required.
- Jo's fee for appraising your completed document and writing sample is £200.

Getting focused

If you can describe your book succinctly this will prove it has focus. Every author needs to be able to describe their book in a sentence or two. Keep this in mind as you write below:

What, in a general sense, is your book about? (Maximum 200 words.)

The form area contains two large, faint circular watermarks. The left one is light blue and features a bird silhouette above the text 'Summertime Publishing'. The right one is light green and features a bird silhouette above the text 'Springtime Books'.

What is your book like? A tips book? A work book? A text book? An autobiography? It is important you know its genre and can name other books that are similar.

Blank space for writing the answer to the question above.

What shape or size do you expect it to be? (Square, A5, large format).

Blank space for writing the answer to the question above.

How many pages is your book likely to be?

Blank space for writing the answer to the question above.

Do you want paperback (softback) or hardback? Or do you just want to publish a digital version?

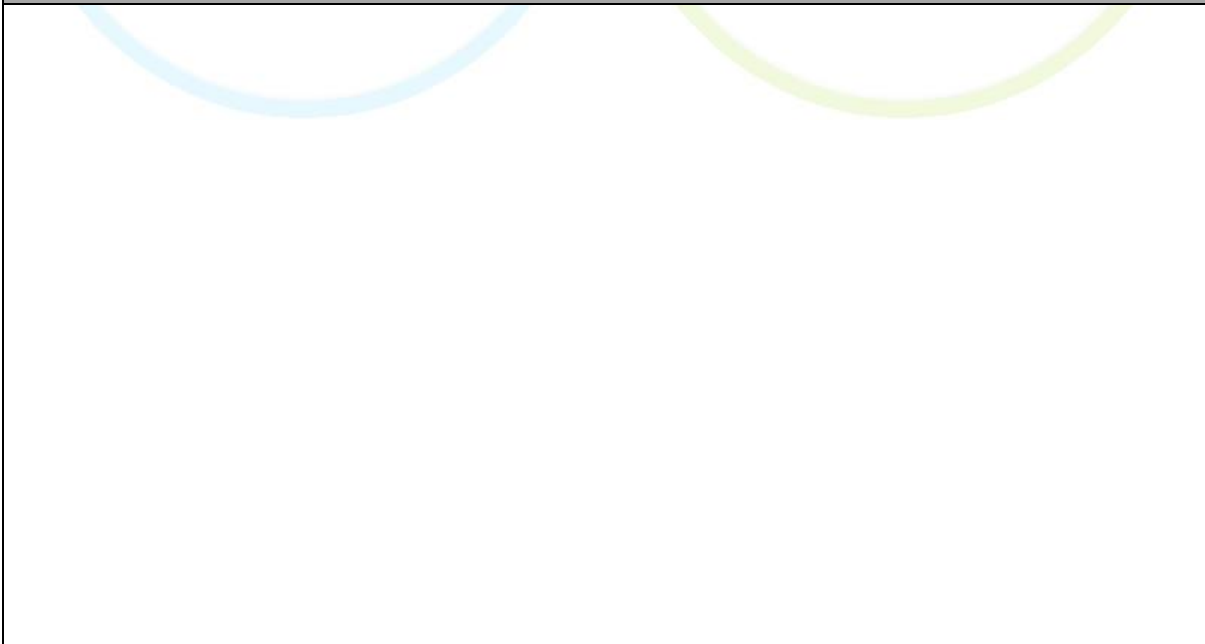


The Author

What qualifies you to be the author of this particular book? Do you have the authority to write on this topic? Have you 'been there, done that and got the tee shirt'? How come you know so much about the topic?



Can you write in a readable, accessible way? How do you know? Have you been published before? Do you like long words, short sentences, lots of sub-headings?



Have you written or spoken about this subject before? Have you researched it?

Empty rectangular box for writing or research notes.

Your book will need a biography of you. What will you mention in yours?

Large empty rectangular box for writing a biography, featuring faint background logos for Summertime Publishing and Springtime Books.

On which shelf in a library or bookshop would you expect to see your book? (Self-help, sport, biography, business...)

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Which publishers are already publishing work similar to yours?

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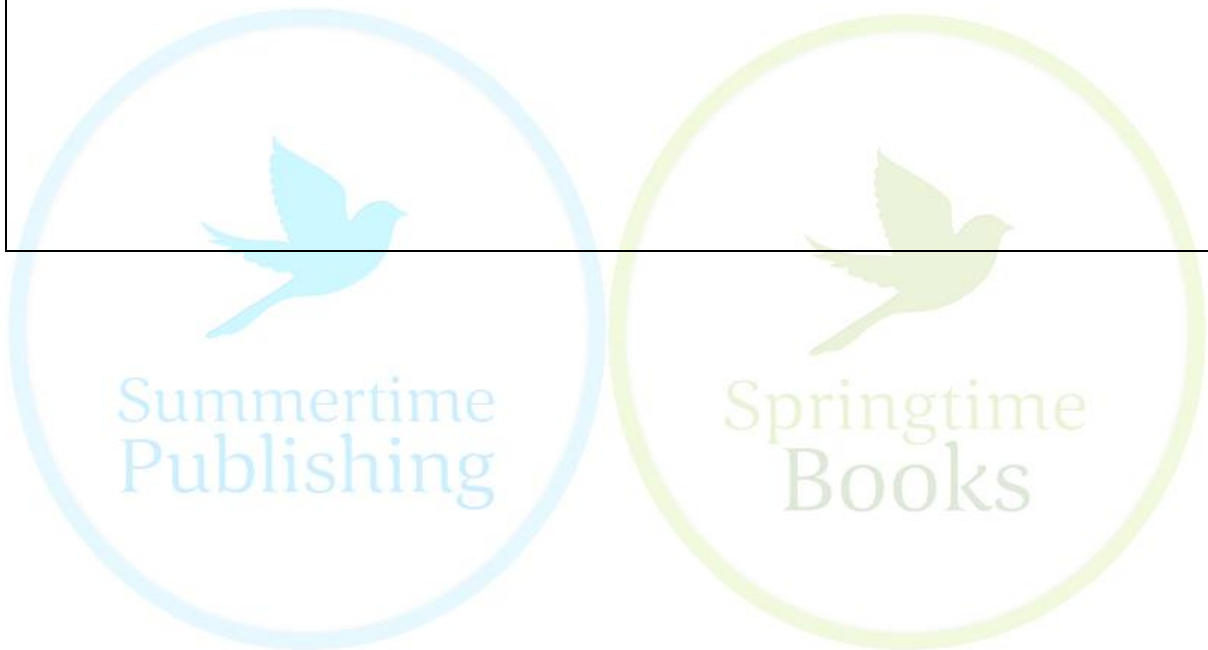
Which other authors are already producing books similar to yours?

 
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As far as you know, which books will be in competition with yours?

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What does your book do that is better or different from those books that are in competition with yours?



Social Media

If you want people to buy your book you need to make sure they find out about it. And where do people look for stuff these days? Online. What are you going to do about your online presence?

Do you have a website? What is it called?

Savvy authors find people who are interested in their book long before the book is published. You want to whet their appetite for your book and make them desperate for it to be published. Do you have a blog? What is your blog name? How often do you write it and how many monthly visitors do you get?

Summertime
Publishing

Springtime
Books

Savvy authors are active on social media. Are you? Which ones?

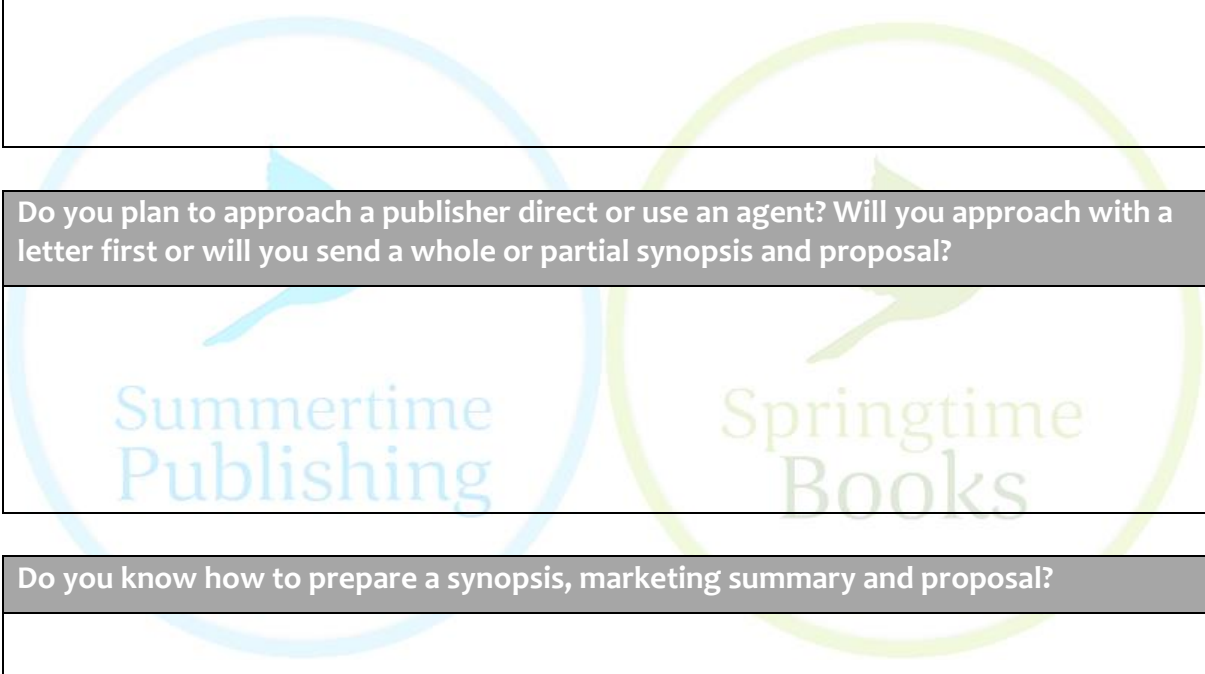
Which website and blogs do you read and comment on regularly and that you know would be happy to post a review of your book when it is out or have you to guest post?

Getting Published

Do you want to attract a publisher? (If NO, please skip the subsequent four questions).

If so, what do you know about royalties and expected returns?

Do you plan to approach a publisher direct or use an agent? Will you approach with a letter first or will you send a whole or partial synopsis and proposal?



Summertime Publishing

Springtime Books

Do you know how to prepare a synopsis, marketing summary and proposal?

Where do you plan to look for lists of agents and publishers? How will you ascertain which ones are most likely to be interested in your book?

Self-Publishing

Have you considered self-publishing your book? Do you understand the implications of this or do you need some advice? (If this is not an option for you please skip the subsequent 5 questions.)

Do you understand the implications of the following?

	Yes	No
Becoming a publisher (including ISBNs, distribution, printing, marketing etc)?	<input type="checkbox"/>	<input type="checkbox"/>
Self-publishing via an online book publishing solution such as Amazon's KDP and BookBaby?	<input type="checkbox"/>	<input type="checkbox"/>
Using a local printing company and self-publishing small numbers of books digitally as Print on Demand?	<input type="checkbox"/>	<input type="checkbox"/>
Using a printing company and self-publishing larger numbers of books (more than 1000) lithographically?	<input type="checkbox"/>	<input type="checkbox"/>
Using a partner publisher like us, so that you have help every step of the way and receive a royalty of up to 60%?	<input type="checkbox"/>	<input type="checkbox"/>

Planning and Writing

Have you thought about the construction of your book and how many chapters there will be? What might your chapter headings be?



The image shows two circular logos side-by-side. The left logo is light blue and features a stylized bird in flight above the text 'Summertime Publishing'. The right logo is light green and features a stylized bird in flight above the text 'Springtime Books'. Both logos are set within a large, empty rectangular frame.

Have you thought about content for each of your chapters and mind mapped or otherwise drafted a plan for them?

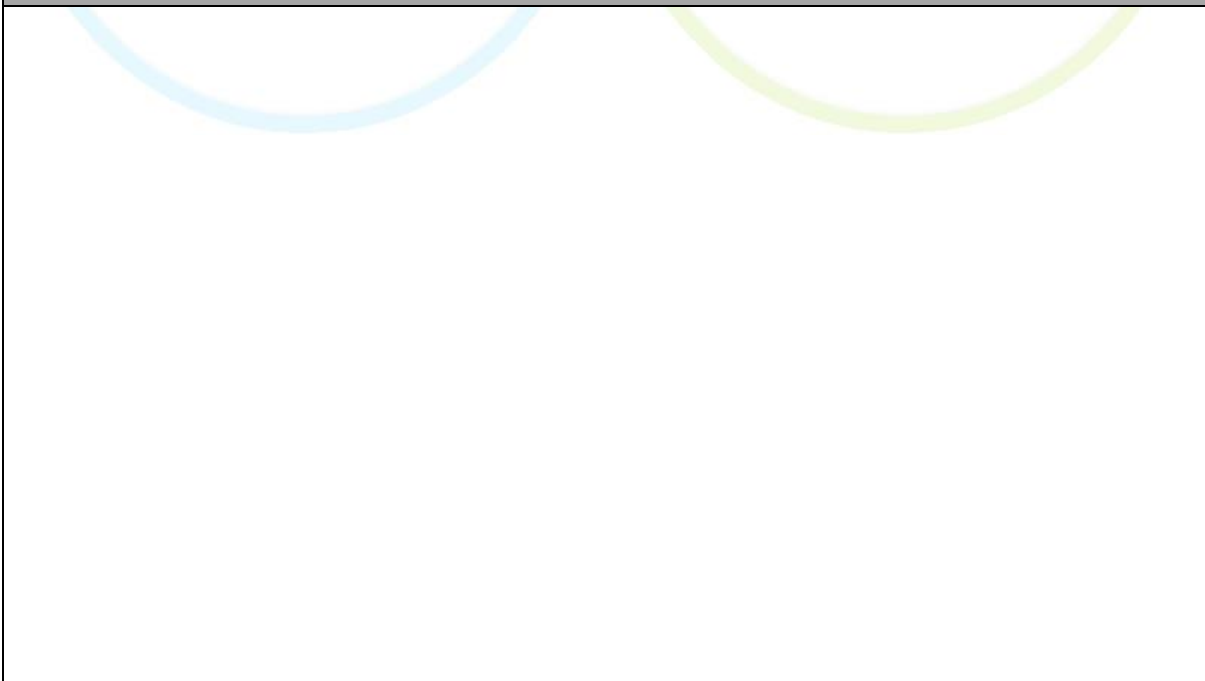
A large, empty rectangular box provided for the user to write their response to the question above.

The next few sections relate to specific genres: how-to books, text book, etc rather than, say, memoir.

Have you considered calling in other guest writers to contribute part or entire chapters? If so, whom might you ask?



Have you thought of conducting a survey before you write your book? Surveys provide statistics that give your book more weight. What survey could you conduct? How might you circulate it?



Is your book going to feature case studies? Or personal anecdotes? Or both? Case studies and personal anecdotes help to illustrate the points you are trying to make. Who would you write about?



Do you need to interview any specific people or types of people before you start? If so, who?

Are you going to write about your own life in your book? True stories give your book authenticity and make the reader feel they know you. Which of your stories could you incorporate in your book?



Who might you quote in your book? Expert opinions give your book more weight. Which books, articles, authors, speakers or experts would you like to include in some way? List some here:

How will you source these quotes? Will you find them online? Will you contact people you already know or ask for referrals?

Is your book going to feature exercises? What sort of exercises? It is important to keep your book balanced. Will you describe the steps in prose, numbered steps or include lots of blank lines for the reader to write on? Make some notes below:



Books have more value when they have an appendix and a bibliography. What would you put in yours?

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Your book might need an index. Would yours?

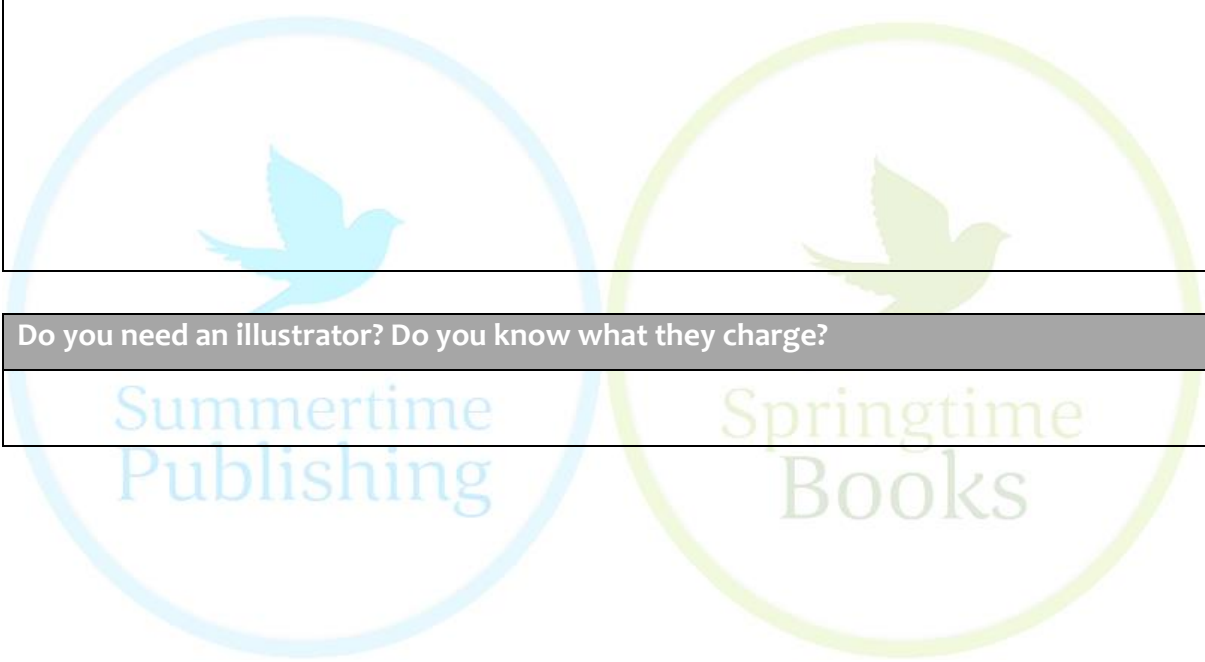
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Are you going to have any illustrations? If so, what type? Photographs, line drawings, cartoons, graphs?

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Do you need an illustrator? Do you know what they charge?

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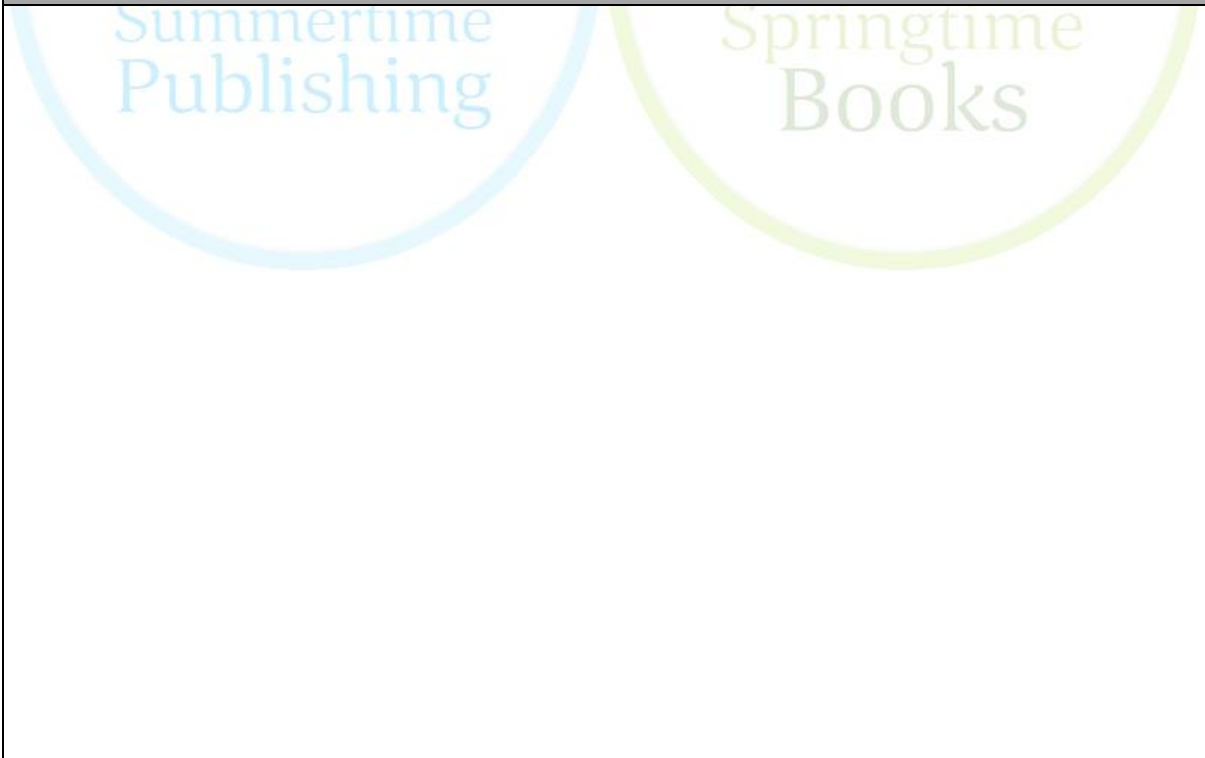


Marketing

Who do you think will buy your book? What is your market? How big is it? How do you know?



Presuming you will also be trying to sell your book yourself, how are you intending to do this? Blog? Website? By speaking at events? Author signings? A virtual book tour? A book launch party? Will you produce a book trailer? List your routes to market here:



Which editors of magazines or newspapers might be interested in your 'story' or the 'story of your book'?

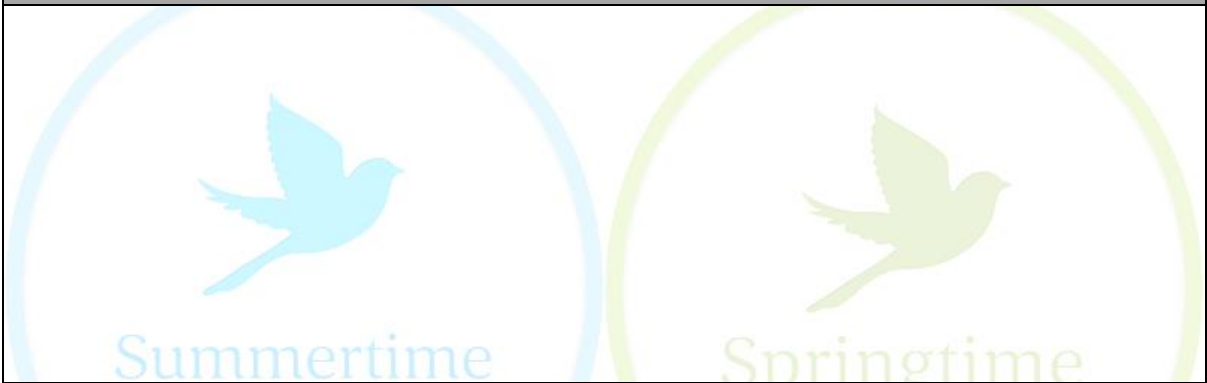
Do you know any famous or eminent people who could write a foreword to your book? Name them here:



Which famous or eminent people do you know who could write reviews of your book for the back cover?

Which companies might like to buy your book in bulk and brand it with their logo?

What ideas do you have for other books in the future that might complement this one?



Providing free articles is a great way to get free publicity for your book. What articles could you write and for which markets?

Where will you find people to whom you can send review copies of your book and who will then agree to post reviews on Goodreads, Amazon and their blogs?

You will want a press release about the book and to send it out as soon as the book is available. What publications will you send it to and how will you locate additional ones? It is always more effective to send releases individually to a named editor.



Timeframes and Process

Books usually need at least a month for editing, a month for proofreading, a month for design and a month for the book to show live on online bookstores. When would you expect to have a first draft ready?

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Who do you know who does *not* understand your subject well and who could comment on your work before it is finalised?

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By what date would you like to have your book in your hand?

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